



RCRA Corrective Action

Cleanup + Productive Use

Economic Profile

Polaroid Corp.

Waltham, Massachusetts

BEFORE

Instant film manufacturing headquarters

AFTER



Shopping Plaza



Electric Substation

CLEANUP OVERSEEN BY

Massachusetts Department of Environmental Protection

In the 1950s, Polaroid opened a new headquarters and instant film complex at the site. The building was an iconic landmark along Route 128, once called "America's Technology Highway." However, digital photography's popularity marked the end for the Waltham plant and the 119-acre facility was shuttered in 2008.

The site's groundwater had become contaminated with volatile organic compounds, likely due to spills from filling storage tanks. Investigations began in 1979, and Polaroid later installed a groundwater treatment system.

With the cleanup complete, the site has been redeveloped into a 280,000-square-foot shopping plaza. The property's tenants collectively employ 629 people and generate an estimated \$166 million in annual revenue.



629

EMPLOYEES



\$166 million

ANNUAL SALES



\$33 million

ANNUAL WAGES





WE WORKED WITH 1265 MAIN [THE DEVELOPER] TO ADDRESS THE SITE'S CHALLENGES AND LOOK BEYOND THE SURFACE. THE CITY HAS BENEFITTED GREATLY FROM THE REVITALIZATION OF THIS INDUSTRIAL SITE.

Jeannette A. McCarthy, Mayor of Waltham

During the cleanup phase, Polaroid found ways to be efficient and sustainable. Starting in 1996, the factory reused treated groundwater for its vacuum pumps and cooling towers. This reduced the amount of municipal water purchased – by about 2 million gallons per year – and effectively paid for the system's operation and maintenance costs.

Now the site's redeveloper has reframed the possibilities for the property. The former complex is now home to the headquarters of Clarks, a shoe manufacturer and retailer, and Market Basket, a large grocery store. These businesses have not only attracted a suite of other retailers to the site but also provide hundreds of jobs for local residents – in 2015, 65% of Market Basket's employees lived in Waltham.

The site's growth may spur additional development nearby. The developer sees opportunities to expand adjacent to the former Polaroid headquarters and introduce complementary uses and services that could bring in even more employers and shoppers to the area. Development could add nearly two million square feet of mixed-use space to an area north of the site, including hotels, health clinics and a daycare.



Clarks opened its new Massachusetts headquarters in 2016 and now employs more than 300 people at the site.



A planned addition to the shopping plaza could boost shopper traffic to nearly 19,000 daily visits.

